

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ

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им. Н.А. Добролюбова»**

А.А. Савина

IMPROVE YOUR VOCABULARY

**Учебное пособие по английскому языку
для студентов II-III курса специальностей
«Связи с общественностью», «Реклама»**

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Составитель А.А. Савина, ассистент кафедры основ английского языка

Рецензенты: Н.В. Коробова, канд. филол. наук, доцент
кафедры английского языка

А.Ю. Трусова, канд. филол. наук, доцент
кафедры основ английского. языка

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Section A. College Life

#1. Back to School

Fill in the blanks with the words from the box. Use each word once only:

attend	mark	subject
enroll	playground	syllabus
examination	principal	term
gymnasium	pupil	timetable
homework	staff	uniform

1. I have so much _____ that I can't come out tonight.
2. The highest _____ was 18 out of 20.
3. There are 28 members of _____ in our school.
4. You get a diploma if you _____ the classes regularly.
5. Sally left school before the end of the summer _____.
6. Mr. Melville had to teach everything on the _____ before the end of the year.
7. You can _____ for these courses next week.
8. On the _____ it says Ms Andrews teaches class 4C at midday.
9. If it rains, we'll play the game in the _____.
10. Spanish is my favourite _____.
11. At my school everybody has to wear the same _____.
12. Jake's teacher sent him to talk to the _____ as his work was so poor.
13. Phyllis was the best _____ in the class.
14. If you work hard, you are sure to pass the _____.
15. As it's raining they can't go outside in the _____.

#2.

Choose the correct variant to complete the sentences:

1. This year they have introduced something new in the _____ for Business English Certificate examinations.
a) syllabus b) programme c) curriculum
2. They say, this exam is to be taken by students of all _____.
a) levels b) grades c) classes
3. Might there be any hidden _____ in all that for us?
a) means b) mean c) meaning

4. Do you happen to know what the _____ of the change is?
 a) cause b) curse c) course
5. I'll also ask one of my classmates who couldn't _____ the exam paper.
 a) take b) do c) make
6. Picture _____ could be of much helper for young learners.
 a) vocabulary b) glossary c) dictionary
7. Well, I think Mr. Daniels is _____ competent.
 a) quite b) quit c) quiet
8. My brother's handwriting isn't _____.
 a) intelligent b) intelligible c) intellectual
9. I think we'd better wait till September, many people have gone on _____.
 a) holiday b) leave c) vacation
10. Wake up that ____ young brother of yours and tell him it's time for school!
 a) vacant b) unoccupied c) idle

#3.

Choose the suitable word form the right column to complete the sentences:

1. It's hard to ... into university.	a) enter	b) get
2. Sarah's got a ... to do German at Oxford.	a) place	b) position
3. Teachers have to ... so many exercise books!	a) mark	b) note
4. I need to pass my Cambridge First	a) Diploma	b) Certificate
5. Our course provides you with ... experience.	a) practical	b) practicable
6. Different ... have edited Shakespeare.	a) students	b) scholars
7. High ... requires capital investment.	a) technology	b) technique
8. Sh! I want to listen to the	a) lecture	b) conference
9. What ... did you get for the spelling test?	a) degree	b) mark
10. ...classes are rather expensive.	a) Particular	b) Private
11. I ... down what the lecturer said.	a) noted	b) marked
12. My report was illustrated with a	a) scheme	b) diagram
13. Few people add to the sum of human....	a) knowledge	b) science
14. No one likes to ... an exam.	a) fall	b) fail
15. Discipline is the best	a) policy	b) politics
16. Literature was my favourite ... at school.	a) subject	b) topic
17. ... is treated like any other school subject.	a) Exercise	b) Gymnastics

18. I'd like to ... everything before the exam once again.	a) repeat	b) revise
19. I don't know how mistakes like this can ...	a) rise	b) arise
20. ... is the most difficult of all subjects.	a) Physic	b) Physics

#4. Educational Background

Jennifer Kenneth tells us about her educational background.

Complete the sentences with one of the words or phrases from the box below.

Put the verbs in the right tense form:

apply	honours degree	place	stay on
graduate (verb)	job	primary school	study
grant	option	scholarship	subject
higher degree	PhD	secondary school	thesis

I started at (1)_____ in London when I was 5. At the age of 11, I went on to (2)_____, also in London. At 17, I (3)_____ to university. I got a (4)_____ at Edinburgh to (5)_____ Civil Engineering. In fact, I was awarded a (6)_____. But at the end of the first year I changed to another (7)_____. I (8)_____ from university in 2002. I have a first class (9)_____ in Economics. I decided to (10)_____ at university. So I did a (11)_____ in business administration at the University of California. During the course, I did an (12)_____ on small business development. I found the topic so interesting that I applied for a (13)_____ to do a doctorate on the same subject. Once I had got the money, I had to write a 50,000 word (14)_____. So now I have a BA, an MBA and a (15)_____. All I need now is a (16)_____.

Section B. Job-hunting

#5. Careers

A	P	T	I	T	U	D	E	D	U	C	T	I	O	N
G	O	S	W	E	I	V	R	E	T	N	I	D	D	R
R	N	T	O	B	R	E	H	C	T	U	B	N	E	E
E	A	I	R	O	T	R	L	A	W	Y	E	R	N	F
G	M	P	K	S	S	U	X	N	W	P	R	O	T	F
A	E	E	I	S	A	E	R	A	B	B	I	R	I	O
N	C	N	J	X	S	P	G	M	R	N	T	E	S	I
A	I	D	H	I	R	E	P	E	U	O	E	H	T	N
M	L	P	B	S	A	L	A	R	V	I	R	C	B	S
S	O	S	L	L	I	K	S	I	E	S	T	A	O	U
E	P	V	J	R	R	E	M	F	G	N	K	E	N	R
L	A	O	I	E	M	U	S	E	R	E	T	T	U	A
A	B	S	L	E	T	S	E	I	R	P	B	I	S	N
S	K	C	O	T	S	S	E	N	I	S	U	B	C	C
S	N	O	I	T	A	C	O	V	E	R	T	I	M	E

APPRENTICE	DENTIST	OFFER	SALESMAN
APTITUDE	FIREMAN	OVERTIME	SKILLS
BAKER	HIRE	PENSION	STIPEND
BONUS	INSURANCE	POLICEMAN	STOCKS
BOSS	INTERVIEW	PRIEST	TAXES
BREAK	JOBS	RABBI	TEACHER
BUSINESS	LAWYER	RESUME	UNION
BUTCHER	MANAGER	RETIRE	VOCATION
CLERK	MINISTER	RISKS	WAGE
DEDUCTION	NURSE	SALARY	WORK

Here is a word search puzzle.

First look up the meaning of the words below, make sure you know how to pronounce them. Then find the words in the box: they may be written vertically, horizontally or diagonally, but there are no 'zigzag' words.

#6. Choosing a Career

Fill in the blanks with the suitable word from the right column:

- | | |
|--|--------------|
| 1. It's useful to be a good ... if you use a computer. | a) boss |
| 2. There had been a burglary, so we called the | b) chauffeur |
| 3. ... is hard to find at the moment. | c) chef |
| 4. Nick's ... at school has given him a good report. | d) colleague |
| 5. Mrs. Wilson is the ... of the shop, not the owner. | e) college |
| 6. What's the name of the ... of your company? | f) conductor |
| 7. Harry works in a garage as a car | |

- | | |
|---|---------------|
| 8. Mum can't cope with a ..., never mind a word processor! | g) doctor |
| 9. An ... designs roads and bridges. | h) engineer |
| 10. Jenkins is a ... at the local hospital. | i) job |
| 11. The quality of the food in a restaurant depends much on its ... | j) manager |
| 12. If you don't know the way, ask a ... | k) mechanic |
| 13. The ... of our shop is putting up the rent. | l) medicine |
| 14. Patricia has started a new ... | m) owner |
| 15. I went into business after I left ... | n) police |
| 16. Has the nurse given you the ...? | o) policeman |
| 17. Mr. Davidson has a car with a uniformed ... | p) professor |
| 18. Hamilton is a ... of mine at the office. | q) teacher |
| 19. Sicilia Cranston was a university ... at the age of 26. | r) typist |
| 20. Who's the ... of the Boston Symphony Orchestra? | s) typewriter |
| | t) work |

#7. Recruiting

Choose the correct variant to complete the text below:

Employees who leave a company are not always replaced. Sometimes the company examines the (1) _____ for the post, and decides that it no longer needs to be filled. On other occasions the company will replace the person who resigns with an internal candidate who can be (2) _____ (or moved sideways) to the job. Or it will advertise the position in newspapers or trade journals, or engage an employment (3) _____ to do so. For junior management positions, employers occasionally recruit by giving (4) _____ and holding interviews in universities, colleges and business schools. For senior positions, companies sometimes use the services of a firm of (5) _____, who already have the details of promising managers.

People looking for work or wanting to change their job generally read the (6) _____ advertised in newspapers. To reply to an advertisement is to (7) _____ for a job; you become an (8) _____ or a candidate. You write a/an (9) _____, or fill in the company's application form, and send it, along with your (10) _____ (BrE) or resume (AmE). You are often asked to give the names of two people who are prepared to write a (11) _____ for you. If you have the right qualifications and abilities, you might be (12) _____, i.e. selected to attend a/an (13) _____.

It is not uncommon for the (14) _____ department or the managers responsible for a particular post to spend eighty or more working hours on the recruitment of a single member of (15) _____. However, this time is well-spent if the company appoints the right person for the job.

- | | | |
|-----------------------|---------------------|------------------|
| 1. A. job description | B. job satisfaction | C. job security |
| 2. A. advanced | B. employed | C. promoted |
| 3. A. agency | B. centre | C. company |
| 4. A. arrangements | B. presentations | C. agreements |
| 5. A. headhunters | B. headquarters | C. headshrinkers |
| 6. A. openings | B. opportunities | C. vacancies |
| 7. A. apply | B. applicate | C. candidate |
| 8. A. appliance | B. applicant | C. application |
| 9. A. appliance | B. application | C. demand |
| 10. A. job history | B. curriculum vitae | C. life story |
| 11. A. reference | B. report | C. testimony |
| 12. A. appointed | B. employed | C. short-listed |
| 13. A. examination | B. interview | C. trial |
| 14. A. personal | B. personnel | C. resources |
| 15. A. stiff | B. stuff | C. staff |

#8. Discussing Candidates

Use the words from the box to complete the sentences:

again	each	make	right	though
against	kind	must	same	work
another	little	place	sort	without

- Well, I don't think Steve Hawkins is the right _____ of person for this company.
- He has some good points, _____.
- In the first place, he has done this kind of _____ before.
- In fact, he did almost the _____ job when he was in America.
- And, we shouldn't forget he _____ be used to the kind of market we deal with.
- _____ point in his favour is that he speaks several languages fluently.
- He might be able to _____ a useful contribution to our sales team.
- On the other hand, _____ of the other candidates has something going for him.
- They all have the right _____ of qualifications.
- He is the only one _____ direct experience of managing a sales team.

11. Having said that, he has relatively _____ experience in managing a budget.
12. I think we will need to see each of the candidates individually _____.
13. They all have points in their favour and points _____.
14. The thing is, we must have the right person in _____ very soon.
15. Let's hope we make the _____ decision.

#9. Personnel Department

Choose the correct variant to complete the sentences:

1. The personnel department _____ a job analysis, which is a detailed study of the elements and characteristics of each job.
a) goes on b) carries on c) goes through d) carries out
2. They write a job description specifying the _____ of the job.
a) results b) objects c) characters d) objectives
3. The personnel department helps to organize an _____ programme for each new employee.
a) endurance b) orientation c) orienteering d) inducement
4. Positive _____ is essential so that staff know that their efforts are appreciated.
a) notification b) reward c) feedback d) commentary
5. One important aspect of welfare is ensuring that there is no _____ in the work place.
a) discrepancy b) discretion c) discrimination d) discredit
6. You should encourage employees _____ openly about any problems.
a) for speaking b) to tell c) to speak d) to say
7. We can't use _____ titles, such as 'chairman' and 'spokesman'.
a) sexual b) sexy c) sexism d) sexist
8. The first step in the disciplinary procedure is an _____ reprimand.
a) aural b) open c) overt d) oral
9. Highly-skilled jobs are usually advertised in the _____ media, such as technical magazines.
a) specialist b) special c) specialty d) specialisation
10. We have a policy of _____ our own employees first for any vacancies.
a) thinking b) asking c) considering d) telling
11. Training new staff is _____, so you must pick the right person.
a) costly b) cost-effective c) valuable d) priceless
12. By organizing job _____ you can give staff experience in many different departments.
a) rotation b) recycling c) circulation d) revolution

13. Some of the employees are not happy about introducing an annual ____ interview.

- a) appraisal b) approval c) appropriation d) appreciation

14. A complete ____ is kept on every senior member of staff from the moment they are appointed.

- a) paper b) diary c) document d) dossier

15. Her work is beginning to suffer because of her family ____.

- a) competition b) commissions c) committees d) commitments

16. Using a standardized application form ensures we get all the ____ we need.

- a) specialities b) particulars c) experience d) peculiarities

17. Various tests are used to measure the applicant's ____ for the job.

- a) aptitude b) attitude c) success d) orientation

18. After a while, employees may feel they are ____ with a job they find tedious.

- a) stuck b) glued c) fastened d) attached

19. "Our personnel manager is always ____ me! I'm not the only one who comes late!"

- a) picking up b) picking on c) picking with d) picking out

20. If we have to dismiss an employee for some reason this means the ____ process has failed.

- a) chosen b) selection c) choice d) selective

#10. The Boss

R	O	N	R	E	V	O	G	O	D	P	O	T	F	R
L	E	N	O	L	O	C	A	P	T	A	I	N	O	E
A	A	C	C	H	I	E	F	G	U	I	D	E	R	E
D	T	R	N	O	C	E	R	I	P	M	U	D	E	S
M	E	N	I	U	N	N	K	I	N	G	D	I	M	R
I	A	S	E	M	O	T	O	M	O	M	R	S	A	E
N	C	E	P	R	D	B	R	H	A	O	O	E	N	V
I	H	N	R	O	A	A	I	O	D	S	L	R	F	O
S	E	A	O	S	T	P	W	G	L	A	T	P	F	M
T	R	T	Y	R	R	A	Z	T	C	L	E	E	I	A
R	D	O	A	E	R	C	O	A	C	H	E	H	R	G
A	A	R	M	D	E	M	P	L	O	Y	E	R	E	N
T	D	I	E	L	R	E	C	I	F	F	O	E	H	A
O	E	N	E	E	U	Q	R	E	P	P	I	K	S	T
R	O	R	E	P	M	E	X	E	C	U	T	I	V	E

ADMINISTRATOR	EMPLOYER	OVERSEER
ADMIRAL	EXECUTIVE	PARENT
BIG CHEESE	FOREMAN	PREMIER
BOUNCER	GOVERNOR	PRESIDENT
CAPTAIN	GUIDE	QUEEN
CHIEF	HEAD HONCHO	SENATOR
COACH	KING	SHERIFF
COLONEL	LORD	SKIPPER
CONTROLLER	MAGNATE	TEACHER
DAD	MASTER	TOP DOG
DESPOT	MAYOR	TZAR
ELDERS	MOM	UMPIRE
EMPEROR	OFFICER	WARDEN

A. Here is a word search puzzle.

You may call your immediate superior different names, only mind the style and degree of formality. She/he will hardly be happy to be addressed as 'big cheese'!)

First look up the meaning of the words below, make sure you know how to pronounce them. Then find the words in the box: they may be written vertically, horizontally or diagonally, but there are no 'zigzag' words.

B. Found all the words in the box? Now, use them in sentences of your own. Make up at least 20 sentences with any of them you like most.

#11. Application Details

Complete the sentences with the correct word related to the word in bold type in the same line.¹

A full job (0) description will be sent to all (0) DESCRIBE those selected for an interview, but before sending in your application for this post, please note that the Overseas Marketing Officer has (1)_____ (1) RESPONSIBLE

¹ For more information on word building see reference material in Section I.

for:

- ✓ (2)_____ and enrolment of (2) RECRUIT overseas students.
- ✓ Confirming students' suitability for courses. This includes checking (3)_____ (3) EDUCATE qualifications.
- ✓ Marketing specialist courses in technical and (4)_____ training. (4) COMMERCE
- ✓ Giving presentations to staff and (5)_____ of overseas organizations. (5) REPRESENT
- ✓ Providing advice and (6)_____ that (6) ASSIST will (7)_____ students to complete visa (7) ABLE and immigration (8)_____ (8) PROCEED satisfactorily.
- ✓ Preparing leaflets, brochures and other informational material for distribution in overseas markets.

Interviews will be held on 30 May. If you have not heard from us by 20 May, you may assume that your application has been (9)_____ on (9) SUCCESS this occasion.

#12. A Job in the Theatre

Complete the sentences with the correct word related to the word in bold type in the same line.

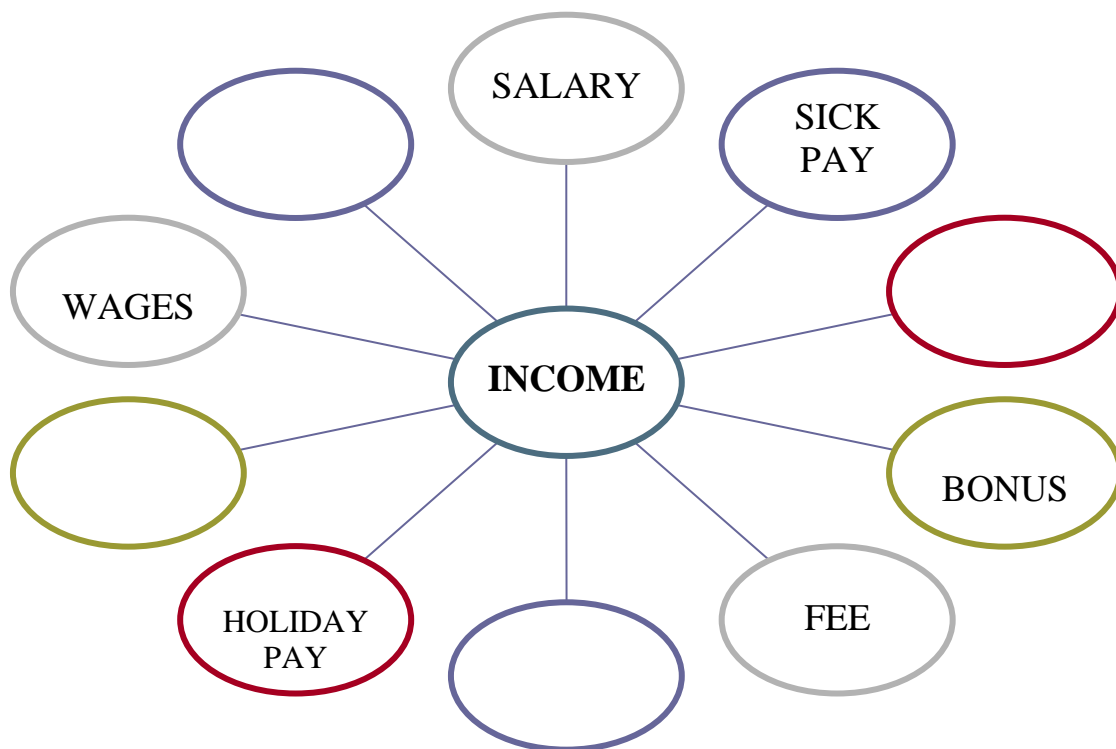
The White Parrot Theatre Company is putting on a new (1)_____ of Macbeth and is (1) PRODUCE looking for an (2)_____ person to take (2) ENERGY charge of (3)_____. Since we are an (3) PUBLIC amateur company we can't offer any (4)_____ (4) FINANCE reward but if you are interested in the theatre, it is very (5)_____ work. It's part-time, of (5) SATISFY course, because we only do about three plays (6)_____. The job involves making (6) ANNUAL (7)_____ with printers and placing (7) ARRANGE (8)_____ in newspapers and whatever else (8) ADVERTISE needs doing. All expenses, such as phone calls will be (9)_____ and you get four free tickets for (9) FUND every (10)_____. If you are interested, (10) PERFORM

come along to our rehearsal on 27 June for an informal discussion of what is involved.

#13. Wages and Salaries

A. Income is the money that you earn from your work or that you receive from investments, the government etc.

Here is a diagram showing different types of income. It is incomplete – consult the dictionary for further information to fill in the gaps and study the difference in the meaning.



B. *The words from this exercise may come in handy when filling in the diagram above. Look closely and choose the correct variant:*

1. A _____ is extra money you get for working hard.
a) perk b) benefit c) profit d) bonus
2. To encourage their employees to work harder some companies offer _____, which could be extra money, extra holidays or gifts.
a) carrots b) incentives c) motivations d) attractions
3. The money someone gets for work done is known as _____.
a) profits b) earnings c) gains d) winnings

4. If a company calculates payment for work done on an hourly basis, they pay _____.

- a) rebate b) wages c) interest d) salary

5. Some people are paid for each item they make. This is known as _____.

- a) hourly work b) top ups c) piece work d) deductions

6. Companies hand over some of their employees' pay to the state monthly and so make _____ from pay.

- a) reductions b) deductions c) takeaways d) percentages

7. When people reach a certain age they may no longer work, they _____.

- a) return b) cease c) give up d) retire

8. Salespeople are often paid a percentage of what they sell. This is known as _____.

- a) profit b) mark up c) benefit d) commission

9. A _____ is a small amount of additional money that you give to someone such as a waiter or a taxi driver.

- a) service b) bonus c) tip d) refund

10. An amount of money paid regularly by the government or company to someone who does not work any more, for example because they have reached the age when people stop working is known as _____.

- a) allowance b) insurance c) pension d) dole

Section C. Business Letter Writing

#14. Popular Abbreviations

A. Match the abbreviations with the correct definition:

e.g. – for example

1. ad	a) per year
2. R.R.P.	b) in other words
3. pp (per pro)	c) advertisement
4. etc. (et cetera)	d) hire purchase
5. i.e. (id est)	e) and other similar things
6. NB! (nota bene)	f) estimated time of arrival
7. esp.	g) research and development
8. P.T.O.	h) chief executive officer
9. IOU	i) please reply
10. et. al.	j) on behalf of
11. VAT	k) per calendar month
12. p.a. (per annum)	l) as soon as possible
13. A.S.A.P.	m) and others
14. p.c.m.	n) I owe you
15. lb. (libra)	o) invoice
16. R.S.V.P.	p) weight
17. V.I.P.	q) take special notice of
18. incl.	r) recommended retail price
19. ETA	s) including
20. h.a. (hoc anno)	t) against
21. inv.	u) please turn over
22. R&D	v) pound (imperial weight)
23. h.p.	w) value added tax
24. wt.	x) very important person
25. CEO	y) especially
26. vs (versus)	z) this year

B. Rewrite the following sentences using abbreviations where possible.

For instance:

The concert includes works by Chopin, Mozart and others.

The concert incl. works by Chopin, Mozart et. al..

1. Please take special notice of the change of my estimated time of arrival.

2. Hot drinks, that is to say coffee and tea, are available at the counter.

3. The price of the note-books on our site is exclusive of value added tax, but it is still cheaper than the normal shop price.

4. When you finish reading this part of the contract, please turn over and sign the declaration.

5. We've recently got a new fridge on hire purchase.

6. Can you please reply to Mr. and Mrs. Hamilton's invitation to dinner as soon as possible?

7. On arriving at the airport the chief executive officer went straight to the lounge for persons of great influence.

8. The finance minister must weigh up the benefits of a tax cut against those of increased public spending.

9. Our foreign partners have a large budget for the research and development.

10. On behalf of everyone here, may I wish you a very happy retirement.

#15. Business Documents

Match the types of written business communication with their correct definitions. Put your answers in the chart below:

0. a list of things to discuss at a meeting 1. a paper which you fill in when you want to buy smth from a company 2. a report of a meeting 3. it tells people, usually inside the company, about the life of the organization 4. a short written report of news about an organization that is sent regularly to people who are interested 5. advertisements or information that a company sends to many people at one time by post 6. it tells you how much products cost 7. it gives information about the company's products 8. a book with lists of names, facts etc, usually arranged in alphabetical order 9. a document which tells you about the company's performance over the year, including the accounts for the year 10. an internal message, usually from one person to a group of people 11. a list of goods that have been supplied or work that has been done, showing how much you owe for them 12. a book that gives instructions about how to use a piece of equipment 13. a message sent by facsimile machine 14. it contains figures on how much money people have spent on the company's products in, for example, a month 15. a legal agreement between two parties	a) agenda b) annual report c) contract d) directory e) fax f) in-house magazine g) invoice h) mailshot i) memo j) minutes k) newsletter l) order form m) price list n) sales brochure o) sales report p) user manual
---	---

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
a															

#16. Letter of Recommendation

Complete the letter with the words from the box. Mind that there is an odd word there. Use each word once only:

broaden
adviser
amiable
diligent
terms
concern
skills
energetic
endeavors
succeed

Ministry of Education
of the Russian Federation
State Higher Education Institution
Nizhny Novgorod Dobrolyubov State
Linguistic University
31a Minina Street,
Nizhny Novgorod
Russia, 603155
tel: 7-831-436-98-04

November 1, 2010

To Whom It May (1) _____:

I have known Vassily Poupkin since September 2006. As his group (2) _____ and English teacher in the 2nd year, I can characterize Vassily as an enthusiastic and (3) _____ student. Vassily is currently one of the top students in the group and I have no doubt that she will (4) _____ in her future academic (5) _____. He is able to work in a team, takes an active part in group discussions and project work we carry out in class.

Vassily is an (6) _____ and outgoing person, he is on friendly (7) _____ with his groupmates. In my opinion, Vassily Poupkin is an enterprising and (8) _____ person, ready to learn something new.

Working abroad in the summer will surely add up to Vassily's life experience and (9) _____ his outlook, as well as give him a nice opportunity to practice his communicative (10) _____ and improve his English.

Sincerely Yours,

A. Savina

Anna A. Savina
Teacher of the Subfaculty
of the Fundamentals of English

#17. Responding to a Letter of Complaint

Complete the letter with the words from the box. Mind that there is an odd word there. Use each word once only:

Stephen Chesterton
Manager
Customer Care Department
Widget Products Limited
New Jersey

Ms. Alison Peters
35 C, Pleasant Villas
High Street
New Jersey

satisfaction	utilize
malfunctioning	replacement
accept	feedback
inconvenience	customer
onetime mistake	gratitude
discount	compensate

25th August, 2010

Ref: Widget Product

Dear Ms. Peters,

At the outset, please _____ my sincere apologies for the _____ caused to you because of the _____ Widget Product.

As our regular customer, I am sure you understand that this has been a _____. Our company is sending a _____, which I am sure you will find to your _____.

As a way of expressing our _____ for your valuable _____, I am enclosing a 20% _____ Coupon which you can _____ while buying any of our products in the future.

Looking forward to your continued feedback and support,

Thanking You,

Sincerely,

Stephen Chesterton

Encl: Discount Coupon

Section D. In the Office

#18. Working Conditions

Complete the text using the words from the box:

absenteeism

holiday

satisfaction

colleagues

leave

security

contracts

manual

sick pay

duties

maternity

workforce

flexitime

morale

vacation

My working conditions? Well, they're really good. The working hours are very reasonable – 38 hours a week, Mondays to Fridays only, and I get four weeks paid (1) _____. I always go on a two-week (2) _____ in the summer and I like to take another week to go skiing in the winter. That still leaves a few days if I want to take time off for something else. I think we're even allowed to take unpaid (3) _____ if it's really necessary. They introduced a (4) _____ system last year, so I can start any time between 7.30 and 9.30 in the morning, so I sometimes leave at 4 in the afternoon. Of course, this means we now have to clock in and clock out, so we have to do the right number of hours.

Women get generous (5) _____ leave, though that doesn't concern me yet, and there are a lot of women employed half- or part-time here, so they have time for their children.

I'm a full-time white-collar worker, hoping to make a career here. My (6) _____ and I have permanent (7) _____. At least we think so, it's hard to be sure about job (8) _____ nowadays. We are consulted if they want to change our (9) _____ or anything.

The entire (10) _____ is well-treated, not just us. The company's blue-collar workers, doing (11) _____ jobs, also have good employment conditions.

It all makes a change from when I was a student, when I did a casual, unskilled, seasonal work for a fruit company, paid by the hour, with no (12) _____ or holiday pay or anything. They treated workers really badly, so (13) _____ was low, nobody was motivated, productivity was minimal, and there was a lot of (14) _____ and high turnover – I used to see new people almost every day. There was no job (15) _____. And nothing changed if our performance was good or bad, so we all did the minimum.

#19. In the Company

Choose the correct variant to complete the sentences:

- The ____ director is the most important working director in the company and is in charge of the way the company is run.
a) company b) working c) deputy d) managing
- The people who own a company are the _____.
a) officers b) authorities c) beholders d) shareholders
- When people invest in a company they buy the company's _____.
a) capital b) shares c) portions d) fractions
- One can invest in a company with letters PLC (in the UK) or Inc. (in the USA) after its name by buying on the _____.
a) stock exchange b) employment c) foreign d) goods
exchange exchange exchange
- The people who have invested in a company meet once a year for the annual _____ meeting or AGM.
a) graduate b) grand c) general d) government
- Lawyers, accountants and other professionals may work together in a _____.
a) sole trader b) club c) charity d) partnership
- A company which created other companies and still controls them is known as the ____ company.
a) top b) mother c) parent d) headquarters
- A ____ company is part of a larger and more important company.
a) junior b) subsidiary c) subsidised d) child
- The workers in a trade union elect a ____ to speak for them at official meetings with the management.
a) chief b) floor speaker c) shop steward d) representative
- The company which has its parts in different countries is known as a _____.
a) multiple b) corporation c) limited d) multinational
company

#20. Company Departments

Decide which department is responsible for the activities described below:

Accounts	PR
Finance	Production
Legal	Purchasing
Marketing	R & D
Personnel	Sales

1. The _____ department is responsible for manufacturing the products which are then sold.
2. The _____ department handles orders for the company's products.
3. The employees in the _____ department read and interpret documents connected with the law.
4. The _____ department decides on where to sell the products, their price, how to advertise them.
5. The _____ department generates positive press on behalf of the organization. Their widely-used tools include brochures, newsletters and annual reports.
6. The _____ department improves, adapts and changes the products and works to make technical plans for products for the future.
7. The _____ department is responsible for paying salaries, employing new staff and keeping files on each employee.
8. The end of the year results are analysed, the budget set, and short- and long-term loans arranged in the _____ department.
9. All the invoices from both purchases and sales have to be processed in the _____ department.
10. The employees in the _____ department compare prices and discounts from the suppliers and buy materials.

#21. Problem Solving

'Widget Ltd' is in trouble. Decide which of the departments listed in the box solves the following problems. Put your answers in the chart below:



- | | |
|---------------|-----------------|
| 1. Production | 6. IT |
| 2. PR | 7. Quality |
| 3. Reception | 8. Personnel |
| 4. Marketing | 9. Finance |
| 5. R&D | 10. Switchboard |

A. There's a national newspaper on the phone. They want to talk about air pollution near the plant.

B. The latest survey shows that the majority of 18-25-year-old women think our new perfume smells awful.

C. I'm very sorry, ma'am.
I've tried to reach his
secretary several times but
there's no reply.

D. *The unions are
asking for another
15%.*

E. *If we don't start producing
some more useful ideas, they'll
close down the laboratory
soon.*

F. I'm sorry, sir. We've certainly
asked the taxi to be here at 5
o'clock. I'll call them again at
once.

G. *There must be some
glitch in the network:
all the screens have
gone blank.*

H. One of our assembly
lines stopped working
in the morning

I. Last quarter, there
were problems with
0.45% of the tyres. This
month I want that figure
to be zero.

J. Cash flow is much
worse than we
expected.



1	2	3	4	5	6	7	8	9	10

Section E. Time Management

#22. Increasing Efficiency

Fill in the blanks with the correct phrase from the box below. Use each phrase once only.

delegate routine tasks	skip over	time-consuming way
set a time limit	set priorities	unnecessary paperwork
pick out	members of staff	put off unpleasant tasks
separate folders	lose concentration	have a meeting

Here are 10 key ways to improve efficiency:

- ✓ Avoid (1) _____. Be ruthless. Are those statistics and memos really necessary?
- ✓ Essential paperwork should be organized into (2) _____ so that you and other (3) _____ can find what you want quickly.
- ✓ (4) _____. Decide which of your tasks are the most important and deal with them first.
- ✓ Never (5) _____. It is best to deal with them as soon as possible or you will keep thinking about them and (6) _____.
- ✓ Know when to stop. If you are too much of a perfectionist, you will concentrate on one task and leave no time to do the others.
- ✓ (7) _____. Don't try to do everything yourself. Make sure, however, that the subordinate is competent enough to carry out the task.
- ✓ Cut meetings to a minimum. Ask yourself if a meeting is essential or if the issues could be dealt with in a less (8) _____.
- ✓ If you must (9) _____, restrict it to those whose presence is indispensable. Don't waste people's time.
- ✓ At the beginning of a meeting (10) _____ and stick to it. This should concentrate everybody's mind and avoid unnecessary anecdotes etc.
- ✓ Learn the art of speed-reading. (11) _____ the unneeded information and (12) _____ the message, the important facts.

#23. Procrastination

I. Translate into English:

- | | |
|---|--|
| 1. тратить время впустую | 22. столкнуться лицом к лицу с проблемой |
| 2. эффективный | 23. переутомление |
| 3. отвлекать внимание | 24. задания, не требующие особого умственного напряжения |
| 4. «жаворонок» | 25. соблюдать баланс |
| 5. продуктивный | 26. враждебность |
| 6. список дел | 27. избавиться от чего-л. |
| 7. перегрузить день заданиями | 28. установить первоочередность задач (по важности) |
| 8. достижимые цели | 29. базовые ценности |
| 9. срочное дело | 30. сосредоточиться на чем-л. |
| 10. выполнить задание | 31. забивать («пичкать») день делами |
| 11. долгосрочные проекты | 32. нерешительность |
| 12. составить расписание | 33. испытывать нехватку времени |
| 13. откладывать на потом | 34. тревожность |
| 14. последний срок (сдачи работы, выполнения задания) | 35. преодолеть что-л., справиться с чем-л. |
| 15. хронический | 36. признать проблему |
| 16. вылететь из колледжа | 37. вознаградить себя за что-л. |
| 17. уклоняться от чего-л, избегать чего-л. | 38. сократить время на болтовню по телефону |
| 18. болезненные последствия | |
| 19. социальные обязательства | |

20. грезить наяву

21. мелкие поручения

39. оправдывать

40. наблюдать, отслеживать свое поведение

II. Give Synonyms:

1. to fulfill a task

2. to reduce

3. a tip

4. to put off

5. to admit (a problem)

III. Give Antonyms:

1) low period

2) ability

3) adequate

4) to attract

5) overestimate

IV. Give the Word which Suits the Definition:

1. Someone who is not satisfied with anything unless it is completely perfect	
2. A psychological condition of delaying doing something that you ought to do, usually because you do not want to do it	
3. A date or time by which you have to do or complete something	
4. To put several things, problems in order of importance, so that you can deal with the most important ones first	
5. Something that you hope to achieve in the future	
6. The feeling of being very worried about something	
7. An arrangement for a meeting at an agreed time and place, for a particular purpose	
8. One's ideas about what is right and wrong, or what is important in life	
9. The feeling of unfriendliness and anger towards another person	
10. When there is not enough of something, or none of it [= shortage]	

Section F. Mass Media

24. About the Internet

Fill in the blanks with the correct word from the box below. Mind that there is an odd word there. Use each phrase once only.

access	communication	introduction
advertising	companies	online
chat	distribute	scholars
chart	enable	ways
communicate	information	

From the late 1960s to the early 1990s, the Internet was a (1) _____ and research tool used almost exclusively for academic and military purposes. This changed radically with the (2) _____ of the World Wide Web (WWW) in 1989. Today individuals, companies and institutions use the Internet in many (3) _____. Businesses use the I-net to provide (4) _____ to complex databases, such as financial databases. Companies carry out e-commerce, including selling, buying, distributing products as well as providing after-sales services. Businesses and institutions use the I-net for voice and video conferencing and other forms of communication that (6) _____ people to telecommute, or work from a distance. The use of email over the I-net has greatly speeded communication between (7) _____, and between other individuals.

Media and entertainment companies use the Internet to broadcast audio and video, including live radio and television programmes. They also offer online (8) _____ groups, in which people carry on discussions using written text, and (9) _____ news and weather programmes. Scientists and (10) _____ use the Internet to (11) _____ with colleagues, to perform research, to (12) _____ lecture notes and course materials to students, and to publish papers and articles. Individuals use the Internet for communication, entertainment, finding (13) _____, and to buy and sell goods and services.

#25. Modern Communications

Here is one more word search puzzle. Find in the box the words that suit the following definitions. The first one has been done for you:



1. It can weigh less than 200 grams and you can call your friends from almost anywhere with it (6 and 5 letters)	
2. A small machine you can carry in your pocket that can receive signals from a telephone (5 letters)	
3. A person or company whose business is done using the Internet (6 letters)	
4. A computer which you can put in your pocket (7 letters)	
5. The activity of buying and selling goods and services using a computer (9 letters)	
6. A message you send from one computer to another (5 letters)	
7. It connects computers round the world (8 letters)	
8. You go there to find information about smth, esp. a particular organization (7 letters)	
9. A small computer that you can carry with you when you travel (6 letters)	

#26. About the Newspaper Industry

Read the text. Choose the word/phrase from the box below which is synonymous with the corresponding word in bold type:

The newspaper industry today continues the (1) **trends** of consolidation and concentration of ownership first established in the 19th century. But a late-20th-century phenomenon, the Internet, promises to revolutionize the newspaper industry worldwide.

The number of newspapers in circulation continues the steady (2) **decline** that began at the turn of 20th century. Most US and Canadian cities today have only one newspaper publisher. Many people believe that the lack of (3) **competition** compromises the integrity of news coverage in those cities. Without immediate competitive threats to keep them (4) **in check**, papers may be less likely to present (5) **alternate** views of public issues or may present the views of publisher or owner not as opinion, but as fact. In some areas, competition for advertising with radio, television and magazines may (6) **encourage** newspapers to present all points of view.

The (7) **rapid** and widespread expansion of the Internet has (8) **enabled** millions of people to read a variety of daily newspapers online, usually free of charge. This trend, (9) **along with** the rise of 24-hour cable television news networks, has (10) **caused** subscription and circulation rates to decrease. The (11) **percentage** of Americans getting news from the I-net at least once a week more than tripled between 1996 and 1998 – from 11mln to 36mln readers.

Today almost all of the world's (12) **major** newspapers have online versions. Most medium- to large-sized daily newspapers in the US and Canada are also published on the I-net. These developments led some media experts to (13) **predict** that the printed newspaper will (14) **give way** to fully electronic information services in the early decades of the 21st century. But (15) **whatever** its medium – electronic or print – the newspaper will likely remain an important feature in modern society.

1.	A. directions	B. policy	C. tendency	D. politics
2.	A. decay	B. degrade	C. decrease	D. default
3.	A. rivalry	B. cooperation	C. fight	D. coordination
4.	A. on control	B. out of control	C. .under control	D. in control
5.	A. another	B. differentiated	C. others	D. various
6.	A. push	B. make	C. pull	D. hinder
7.	A. distinct	B. speedy	C. sluggish	D. speedy
8.	A. let	B. facilitated	C. made	D. persuaded
9.	A. as well	B. together with	C. also	D. alongside
10.	A. brought to	B. brought about	C. brought up	D. brought with
11.	A. per cent	B. proportion	C. share	D. part

12. A. mainly	B. majority	C. most	D. key
13. A. tell	B. anticipate	C. mean	D. wait
14. A. give up	B. yield	C. surrender	D. suit
15. A. however	B. no matter what	C. anyway	D. no how

#27. Newspapers

Read the text. Choose the word/phrase from the box below which is synonymous with the corresponding word in bold type:

The newspaper is a publication usually (1) **issued** on a daily or weekly basis, the main function of which is to report news. Many newspapers also (2) **provide** readers with special information, such as weather (3) **reports**, television schedules, and listings of stock prices. They provide commentary on politics, economics, and arts and culture, and sometimes include entertainment (4) **features**, such as comics and crossword puzzles. In nearly all cases and in varying degrees, newspapers depend on commercial advertising for their (5) **income**.

Newspaper publishers (6) **estimate** that nearly six out of ten adults in the US and Canada read a newspaper daily, and seven out of ten read a paper every weekend. By the time they see a newspaper, most people have already (7) **learned** about breaking news stories on TV or radio. Readers (8) **rely on** newspapers to provide detailed background information and analysis, which TV and radio (9) **newscasts** (10) **rarely** offer. Newspapers not only inform readers that an event happened but also help readers understand what led up to the event and how it will (11) **affect** the world around them.

The (12) **staff** of a large newspaper works under (13) **constant** pressure of deadlines to bring news to readers as quickly as human energy and technological (14) **devices** permit. Reporters, photographers, artists, and editors (15) **compile** articles and graphics – sometimes in just a few hours. Page designers assemble articles, photos, illustrations, advertisements, and (16) **eye-catching** headlines into page layouts, then rush their work to the printer. Printing technicians may work through the night operating printing presses that can (17) **make** more than 60,000 copies per hour.

Precursors to modern papers (18) **first** appeared in Venice, Italy, in the middle of the 14th century. Newspapers as known today, complete with advertising and a (19) **mixture** of political, economic, and social news and commentary, (20) **emerged** in Britain in the mid-18th century.

1. A. copied	B. gone	C. pressed	D. released
2. A. contain	B. supply	C. obtain	D. deliver
3. A. prognosis	B. prediction	C. forecasts	D. outlooks
4. A. agenda	B. items	C. lines	D. articles
5. A. payment	B. business	C. profit	D. outcome
6. A. evaluate	B. mark	C. rely	D. count
7. A. studied	B. informed	C. heard	D. discovered
8. A. account for	B. trust	C. research	D. analyze
9. A. newsie	B. reports	C. announcements	D. newsreels
10. A. frequently	B. really	C. seldom	D. regularly
11. A. influence	B. stress	C. effect	D. impact
12. A. personal	B. recruits	C. personnel	D. workforce
13. A. frequent	B. lasting	C. permanent	D. continuous
14. A. plants	B. tools	C. utensils	D. gadgets
15. A. bring up	B. bring back	C. bring together	D. bring along
16. A. beating	B. striking	C. fighting	D. blowing
17. A. produce	B. take out	C. manufacture	D. make out
18. A. original	B. firstly	C. originally	D. first time
19. A. selection	B. unity	C. combination	D. succession
20. A. came out	B. came in	C. came off	D. came on

#28. The Press

A. Translate into English:

- | | |
|---|---------------------------------------|
| 1. получить освещение в СМИ | 11. читательская аудитория |
| 2. довести сообщение до общественности | 12. обеспечить доступ к сети Интернет |
| 3. предоставлять значительную свободу выражения | 13. кривое зеркало |
| 4. отражать мнение | 14. быть нацеленным на что-л. |
| 5. цветное приложение | 15. влиятельный |
| 6. безналичные платежи | 16. сенсационный |
| 7. текущие политические проблемы | 17. отслеживать, контролировать |

- | | |
|--------------------------|--|
| 8. источник информации | 18. политика невмешательства («я умываю руки») |
| 9. от имени клиентов | 19. снимать с себя/уклоняться от ответственности |
| 10. поверхностный анализ | 20. растущая обеспокоенность общественности |

B. Find the suitable definition to the words the left column:

1. documentary	a) information that is spread in a planned or official way, esp. by a government, in order to influence public opinion
2. article	b) the way in which printed matter is set out; the arrangement of pictures and text on a page
3. tabloid	c) a magazine that comes out at regular times, e.g.: every month
4. layout	d) an official who examines books, newspapers, films, etc.
5. censor	e) the number of copies of a newspaper, magazine, etc, that are regularly sold
6. propaganda	f) a notice in a newspaper or a short film on TV to encourage people to buy goods or services
7. advertisement	g) a separate piece of writing on a particular subject in a newspaper, magazine, that is not fiction
8. broadcast	h) a newspaper of a smaller format, which contains many pictures and short accounts of the main points of view
9. periodical	i) an act of sending sounds or pictures by radio or TV
10. circulation	j) a serious TV programme about real topics

#29. Sports Section

Let's play hockey! The match consists of 3 periods. Each period starts in the centre of the playground. Find the words that suit the given definitions in the field: they may be written vertically, horizontally or diagonally, from left to right and from right to left, but there are no 'zigzag' words. The last letter of one word is the first letter for the next one. You score a goal if the last letter of a

word gets inside the gate. After each goal resume the game from the centre of the playground. Good Luck!

A	Z	T	A	L	E	N	T	M	R	H	S	U	R	K	E	E	N	Y
D	G	E	N	I	R	R	D	E	E	O	J	E	S	L	L	U	E	X
N	Y	E	A	E	U	W	A	A	S	R	T	I	C	K	O	H	W	E
A	H	N	N	A	I	D	D	Y	H	S	R	I	K	L	Q	B	S	R
G	I	I	N	T	E	T	I	T	A	F	T	O	D	R	U	H	S	O
A	U	T	I	R	E	L	A	M	X	R	Y	H	T	E	E	I	O	K
P	E	P	S	A	M	B	R	P	A	Z	E	L	M	U	N	T	U	S
O	S	H	C	O	L	O	Y	U	R	T	W	U	H	B	T	Y	R	H
R	I	S	M	O	K	O	L	E	X	P	S	A	C	K	U	E	C	E
P	P	W	I	X	C	B	E	R	S	E	R	Q	L	I	A	M	E	B
A	R	D	E	S	I	G	N	E	R	H	Y	T	M	E	D	A	C	A

1st period. A newspaper that has small pages, a lot of photographs, and stories mainly about scandals, famous people etc – a professional whose job is to make plans or patterns for clothes, furniture, equipment - a short written account of your education and previous jobs - the person who is in charge of a newspaper and decides what should be included in it - all the people who read a particular newspaper or magazine regularly - information which is false or which emphasizes just one part of a situation, used by a government or political group to make people agree with them - a person that represents another person or company, especially in business - a helpful piece of advice.

2nd period. A piece of writing about a particular subject in a newspaper or magazine - able to express one's ideas well, especially in a way that influences people – a university group adviser - the possibility that smth bad or dangerous may happen - wanting to do smth, eager - a person who supplies you with information - a system that allows you to send and receive messages by computer - the system of rules that people must obey.

3rd period. Able to wait calmly for a long time or to accept difficulties without becoming angry - a natural ability to do smth well - a student who stays away from school without permission - a university degree that you can get after your first degree - a situation in which you need to hurry - a leader or person in charge of a group or organization - a book in which you write down the things that happen to you every day - an answer to say that smth is true or that you agree.

Final score

:

Section G. PR

#30. From the History of PR

I. Translate into English:

- | | |
|--|-------------------------------------|
| 1. политика кнута и пряника | 16. стимулировать |
| 2. потенциальные клиенты | 17. основатель |
| 3. средства массовой информации | 18. от имени кого-л. |
| 4. передать информацию | 19. двусторонний подход |
| 5. изобразить из себя, показать себя как... | 20. смехотворный |
| 6. подбор кадров | 21. приспособиться друг к другу |
| 7. некоммерческие организации | 22. вызов обществу |
| 8. общественная осведомленность | 23. манипулировать поведением людей |
| 9. быть в курсе | 24. невидимый |
| 10. кампания по продвижению (товара, услуги) | 25. нацеленный на что-л. |
| 11. взаимовыгодные отношения | 26. легендарный |
| 12. программы по сбору средств | 27. быть приравненным к |
| 13. предшественник | 28. символ свободы |
| 14. делать карьеру | 29. противоречивый |
| 15. выдающийся профессионал | 30. демократическое общество |

II. Give antonyms:

- | | |
|----------------|------------------|
| 1. to increase | 6. rational |
| 2. theorist | 7. inappropriate |

- 3. favourable
- 4. to praise
- 5. unconscious

- 8. to exclude
- 9. instability
- 10. comfort

#31. Crisis PR

Choose the correct variant to complete the text below:

If you're a fan of PR crisis management -- and who isn't, really -- you'll want to (1) ____ attention to how our government and the three companies behind the oil spill bespoiling the Gulf of Mexico are managing their media (2) ____.

The real story, and tragedy, (3) ____ around the lives lost on the oil rig, and how the oil spill (4) ____ the people who live and work near the Gulf. Not to (5) ____ the rest of us.

But for students and (6) ____ of public relations and advertising, this is a living (7) ____ history.

British Petroleum (BP), TransOcean and Halliburton are now in the (8) ____, with BP catching most of (9) ____ as it's their oil spilling at rate of 5,000 barrels a day. But now that the government and company (10) ____ have turned on their spin machines, the PR tennis match is getting interesting.

An early serve that landed out of bounds came from (11) ____ company Halliburton, whose first comment sounded more like a (12) ____ than an apology.

Last Friday it (13) ____ a statement saying "it is premature and irresponsible to (14) ____ on any specific causal issues." Now we don't want to be irresponsible, do we?

Contrast that with the on-camera comment from Tony Hayward, the CEO of BP: "It wasn't our accident, but we are absolutely (15) ____ for the oil, for cleaning it up, and that's what we (16) ____ to do."

Okay, that was better, minus the finger-pointing about who is responsible for the (17) ____.

Clearly the "not our fault" position was the BP company line, as another spokesperson (18) ____ echoed Hayward the next day. And that, ladies and gentlemen, is classic PR management. Develop your strategy. (19) ____ your words carefully. Make sure everyone repeats them.

And TransOcean's response? Their spokesperson, Guy Cantwell, read a statement, without taking a stand. "We will (20) ____ all the facts before (21) ____ conclusions and we will not speculate," he said.

So stay tuned. The oil spill is horrific (22) ____ words, a disaster whose (23) ____ we may not know for many years. But we can (24) ____ how the spinmeisters seek to manage their image (25) ____.

(May 6, 2010
www.about.com)

- | | | |
|--------------------|----------------|-------------------|
| 1. A. pay | B. attract | C. draw |
| 2. A. massages | B. messengers | C. messages |
| 3. A. involves | B. revolves | C. devolves |
| 4. A. affects | B. effaces | C. effects |
| 5. A. notice | B. mention | C. remark |
| 6. A. practices | B. practicals | C. practitioners |
| 7. A. cause | B. case | C. course |
| 8. A. public eye | B. public debt | C. public opinion |
| 9. A. focus | B. underline | C. spotlight |
| 10. A. officials | B. officers | C. bureaucrats |
| 11. A. power | B. vigour | C. energy |
| 12. A. scold | B. scandal | C. scoundrel |
| 13. A. broadcast | B. expressed | C. issued |
| 14. A. speculate | B. guess | C. consider |
| 15. A. responsive | B. responsible | C. receptive |
| 16. A. extend | B. intense | C. intend |
| 17. A. incident | B. occasion | C. accident |
| 18. A. especially | B. essentially | C. effectively |
| 19. A. Select | B. Elect | C. Vote for |
| 20. A. await | B. anticipate | C. wait |
| 21. A. attracting | B. bringing | C. drawing |
| 22. A. beyond | B. beside | C. behind |
| 23. A. measurement | B. measure | C. measurer |
| 24. A. evaluate | B. appreciate | C. value |
| 25. A. injure | B. loss | C. damage |

Section H. Advertising

#32. An Advertising Campaign

Choose the correct variant to complete the sentences:

1. With effective advertising a company can become a ____ name.
a) home b) housewife's c) house d) household
2. Advertising on TV is very expensive during ____ viewing hours.
a) high b) peak c) big d) audience
3. Newspaper advertising ____ for 47% of the total.
a) came b) counted c) accounted d) comprised
4. As part of our service we provide ____ display material.
a) point-of-sale b) appointed c) selling point d) salesmanship
5. If you advertise at airports, you have a ____ audience.
a) captured b) captivated c) slave d) captive
6. We need an effective campaign to ____ our new product range.
a) launch b) set off c) set out d) fire
7. The first thing a good ad must do is ____ the reader's eye.
a) reach b) catch c) capture d) trap
8. Sheila does the art work while I write the ____ for each advertisement.
a) copies b) copy c) issues d) copyright
9. During the commercial ____, there was an advertisement for a new women's magazine.
a) interval b) break c) pause d) breakage
10. We need a name for the product which will ____ to teenagers.
a) attract b) apply c) appeal d) approve

#33. Love and Know Your Computer

Fill in the blanks with the correct phrase from the box below. Mind that there is an odd word there. Use each phrase once only.

admission	familiarity	self-sufficient
campaign	helpful tool	social
dramatically	promote	valuable
		vary

No matter what you want to do in advertising, it pays to be tech savvy². The more (1) _____ you are with a computer, the more (2) _____ you'll be. Naturally, the software you need to understand will (3) _____ by your area of focus. But the price of (4) _____ to advertising is comfort with programs like Word, Excel and PowerPoint. And (5) _____ with design programs such as InDesign, Quark, Photoshop or Dreamweaver, may be (6) _____, depending on your job.

In just the last few years, technology has changed the advertising business (7) _____. Once a staple of any ad plan, newspapers are indeed yesterday's news and failing daily. In their place, (8) _____ media is a rising marketing (9) _____. Facebook, Twitter and blogging have gone from being fun activities to the media many companies now use to (10) _____.

#34. Advertising Jobs Aren't Just for Creatives

Choose the correct variant to complete the text below:

When you think of advertising, you may (1) ____ imagine a room full of creative people (2) ____ ideas into one solid ad (3) _____. Copywriters, graphic designers, creative directors, art directors and other creative people do work together in these types of settings.

However, there are plenty of other types of people involved in a successful ad campaign that don't actually (4) _____ the ads. Account executives, traffic managers, media (5) _____, media directors, researchers and other non-creatives work in the advertising (6) _____.

These people are just as (7) _____ to a client's successful ad campaign as the creatives who develop the campaign's (8) _____. Many of the non-creative (9) _____ in advertising also work directly with the client. For example, an account executive (AE) is a (10) _____ between the client and the creative department. An AE must work closely with both to make sure the client's needs are being met in every step of the ad campaign.

- | | | |
|---------------------|------------------|-----------------|
| 1. A. virtually | B. automatically | C. repeatedly |
| 2. A. hammering out | B. hitting out | C. drumming out |
| 3. A. camping | B. company | C. campaign |
| 4. A. perform | B. create | C. execute |
| 5. A. coordinators | B. connectors | C. coordinates |
| 6. A. manufacture | B. commerce | C. industry |

² **savvy** *AmE infml* someone who is clever and knows how to deal with situations successfully

- | | | |
|-----------------|--------------|-------------|
| 7. A. crucial | B. critical | C. credible |
| 8. A. conceit | B. conduct | C. concept |
| 9. A. vacancies | B. positions | C. openings |
| 10. A. liaison | B. liability | C. legacy |

#35. Types of Advertisement

Match the types of advertisement with their correct definitions. Put your answers in the chart below:

a) commercial	1. a piece of writing on the back of a book, which talks about the good things in it
b) poster	2. an advertisement on television or radio
c) junk mail	3. a large signboard, usually outdoors, used for advertising
d) flyer	4. a window, often containing an ad, that suddenly appears on a computer screen, especially when you are looking at a website
e) blurb	5. the practice of using video games to advertise a product, organization or viewpoint
f) classified ad	6. a large printed notice, picture, or photograph
g) billboard	7. a document, typically 4 by 9 inches in size and sport high-impact graphic design, frequently placed in convenience stores, hotels, etc.
h) rack card	8. an ad that appears across the top of a page on the Internet
i) banner	9. a form of advertising in which a company arranges for its products to appear in a TV programme or film
j) popup	10. unwanted letters in the post, advertising things
k) infomercial	11. a sheet of paper with an advertisement on it, given to you in the street or pushed through your door
l) spam	12. short advertisements in a newspaper, in which people offer things for sale
m) product placement	13. a long-format television commercial, typically five minutes or longer, the main objective of which is to create an impulse purchase
n) display ad	14. a type of advertising that typically contains text, logos, photos or other images, location maps, and similar items
o) advergaming	15. unsolicited bulk e-mail advertising

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.

Section I. Word Building

#36. Negative prefixes

A. First study the notes on word-building:

un-	important – unimportant, limited - unlimited, to pack – to unpack
im-	possible - impossible
in-	ability - inability
ir-	regular - irregular
il-	legal - illegal
dis-	to agree - to disagree, honest - dishonest
de-	formation – deformation, to centralize – to decentralize
anti-	thesis – antithesis, virus – anti-virus
counter-	attack – counterattack, clockwise - counterclockwise
a-	amoral
ab-	abnormal
mis-	to understand - to misunderstand, fortune - misfortune
non-	interference - non-interference
NB!	<p><i>Words derived from one root but belonging to different parts of speech may take different negative prefixes:</i></p> <p><i>Able – unable – disabled – inability</i></p> <p><i>Just – unjust – injustice</i></p> <p><i>Fortune – misfortune – unfortunate</i></p>

B. Practice using words with negative prefixes. Contradict the following statements as in the example:

E.g.: He took legal actions against them. - I don't agree. I think his actions were **illegal**.

1. His suggestion sounded logical. – You must be joking! ...

2. She was rather moderate in her demands. – Far from it. ...

3. The papers are relative to the case. – Nothing of the kind! ...

4. They seem to be very religious people. – You don't know them. ...

5. Frank's conduct seemed rather rational in this situation. – Rational?! ...

6. So far Sue is modest in her achievements. – Is she? ...

7. I think the deposit I've paid is recoverable. – I'm afraid, ...

8. The evidence is relevant to the case. – I know better, ...

9. Yesterday the baby had a regular pulse. – But today ...

10. It is legal to own a pistol in this state. – You're mistaken, ...

#37. Adjective Suffixes

A. First study the notes on word-building:

-ese	Chinese
-ish	Pole - Polish, red - reddish, child – childish
-ive	to act - active, to talk – talkative
-ent/-ant	to insist – insistent, to observe - observant
-ic	base - basic, economy - economic
-atic	problem - problematic
-al	centre – central, culture - cultural,
-ful	beauty – beautiful, peace - peaceful
-ous	fame - famous
-y	cloud - cloudy, sun – sunny
-ly	week - weekly
-ary	element - elementary
-ory	illusion – illusory
-able/-ible	to change – changeable, to eat - eatable, but edible
-less	use - useless, wire - wireless

B. Now complete each sentence with the correct adjective related to the word in bold type in the same line:

1. Mary's new dress is too bright, if you ask me, but rather _____ though.	STYLE
2. The rent is payable _____.	QUARTER
3. Every company in the country is expected to contribute to _____ training.	VOCATION
4. Mr. Keller is _____ about making predictions for the success of his new business.	CAUTION
5. Extra payments at New Year are an _____ feature of salaries in our country.	OPTION
6. Daniel always takes a _____ approach to solving the problem.	SYSTEM
7. Before taking a final decision the boss demanded as much _____ information on our suppliers as we could get.	STATISTICS
8. Small-scale business should be encouraged with _____ incentives.	FINANCE
9. James Cameron's epic motion picture "Avatar" was a huge _____ success.	COMMERCE
10. Cheap and _____ products may be bought at thrift stores or discounters.	AFFORD

#38. Adjectives in -ant/-ent

A. Which letter is missing in the following adjectives? Check the spelling (as well as the meaning) in a dictionary if you are not sure:

abs___nt	extravag___nt	pati___nt
confid___nt	import___nt	perman___nt
conveni___nt	incompet___nt	pleas___nt
curr___nt	independ___nt	relev___nt
disobedi___nt	observ___nt	reluct___nt

B. Complete the sentences with adjectives from the box. Use each adjective once only:

1. James gave up a _____ job in order to freelance.
2. What experience do you have that is _____ to this position?
3. Carrie seemed _____ to talk about it.
4. You'll just have to be _____ and wait till I'm off the phone.
5. Don't be too _____ with the wine.
6. In its _____ state, the bike is hardly worth £ 500.
7. My secretary will call you to arrange a _____ time to meet.
8. It is _____ for the President to continue his visit, regardless of the bomb threat.
9. Now, when I've got a secure job, I feel quite _____ about the future.
10. Patrick aimed to be _____ of his parents by the time he was twenty-one.
11. Local journalists were conspicuously _____ from the press conference.
12. The twins are so _____! They never do anything I tell them!
13. The new live-in nanny we hired last week turned out to be absolutely _____. She doesn't know how to deal with babies.

14. Please, make an effort to be _____ to her. She is very vulnerable.

15. Mr. Stairwell's _____ eye for detail made him one of the best novelists of the century.

#39. Related Words

A. *Fill in the missing words in the table:*

	Noun	Adjective
0.	authority	<i>authoritarian</i>
1.		creative
2.	innovation	
3.	profit	
4.		responsible
5.	tradition	
6.		productive
7.	corporation	
8.		reliable
9.	dependence	
10.		beneficial

B. *Choose an adjective or noun from the table above to complete the following sentences:*

1. After-sales made a loss last year but they're going to make a small _____ this year.
2. Old Mrs. Slithers is very conservative, she prefers to do things in the _____ way.
3. Management by objectives is _____ to the company as a whole and its employees.
4. With his fresh, _____ ideas the new manager is sure to change the system completely.

5. Automation of the enterprise has resulted in greater _____.
6. In this critical situation I take full _____ for my actions.
7. The recent advertising campaign intended to reinforce our _____ identity.
8. Being an experienced mechanic, Mike strongly doubted the _____ of the engine.
9. This job is too boring for me. I wish I could do something more _____.
10. Russian economy is heavily _____ on natural resources.

#40. Business Word Families

Fill in the missing words in the table:

	Verb	Person noun	General noun	Adjective
0.	manage	<i>manager</i>	<i>management</i>	managerial
1.				applicable
2.			analysis	
3.	inform			
4.			production	
5.				regulatory
6.		investor		---
7.	persuade			
8.				competitive
9.	direct			
10.				organizational

#41. Mastering Word-Building

A. Complete each sentence with the correct word related to the word in bold type.

E.g.: **ACCEPT**

- a) I'm sorry, but this arrangement is totally unacceptable to us.
- b) I've just received their letter of acceptance so we can go ahead.

1. APPLY

- a) Unfortunately, we won't be able to interview every _____.
- b) Susan _____ for a job with the local newspaper.
- c) Thank you for your letter of _____, which we received yesterday.

2. DIRECT

- a) Be sure you read the _____ before using any piece of equipment.
- b) I couldn't find the number of your company in the telephone _____.
- c) The company is run by a board of _____.
- d) We always deal _____ with the manufacturer.

3. EXPLAIN

- a) The DVD player controls are easy to understand and pretty self-_____.
- b) The ability to give clear _____ is the most important quality of an ideal teacher.

4. COMMERCE

- a) I doubt this project will be _____ viable.
- b) Christmas has recently become so _____.
- c) As well newspaper advertising, we've planned a series of TV _____.

5. EMPLOY

- a) This shoe factory is the largest _____ in this area.
- b) The _____ rate remained at 6.5%.
- c) Every _____ of the firm is entitled to a 15% discount.
- d) Mexican law prohibits the _____ of children under 14.

6. INDUSTRY

- a) _____ espionage is on the increase nowadays.
- b) Mr. Jones, a prominent _____, will head the committee of inquiry.

7. MANAGE

- a) To work more effectively divide the task into _____ sections.
- b) The _____ Director sent a circular letter to every member of staff.
- c) Sheila's been appointed assistant marketing _____ for the north east area.
- d) The successful applicant is expected to have experience in project _____.

8. ENGAGE

- a) Miss Daffodil, please, cancel all my _____ for the rest of the day.
- b) The line is _____, I'll call back later.

9. DIFFER

- a) There's a five-hour time _____ between London and New York.
- b) What actually happened was significantly _____ from the PR people's version.

10. PREFER

- a) Being taught in a small group is far _____ to being in a large, noisy classroom.
- b) They'll obviously give _____ to candidates with previous experience in the field.

11. VARY

- a) The sofa is available in _____ colours.
- b) Occasionally working from home adds _____ to a job.
- c) A good teacher should be aware of the extremely _____ needs of each student.

12. SYSTEM

- a) We need to work out a _____ approach to solving this problem.

b) Carry out this survey _____ not to omit any important details.

13. **NEGOTIATE**

a) The MP is trying to involve community leaders in _____ on reform.

b) The chief union _____ failed to arrive at a compromise with the top management.

14. **INFORM**

a) Please, let me know if you need any more _____.

b) I'm afraid, you've been _____. Mr. Spykes no longer works for us.

15. **ATTRACT**

a) Being your own boss is one of the _____ of owning your own business.

b) Kitchen utensils should be _____ as well as functional.

B. Complete each sentence with the correct word related to the word in bold type:

1. **DECIDE**

a) I don't think Jenkins will ever make a good boss. He's so _____.

b) No final _____ has been taken, but it seems likely that the two companies should merge in the near future.

2. **LEGAL**

a) It is _____ to sell tobacco to someone under 18.

b) Several ministers have questioned the _____ of the ban.

3. **IMPRESS**

a) Arriving late at an interview won't create a very favourable _____ of the applicant.

b) The latest version of the OS has an _____ user-friendly interface.

4. **CONTRACT**

a) I was told by the _____ the office would be ready in a month.

b) They are _____ to work 35 hours a week.

5. **KNOW**

a) We need someone with a good working _____ of German.

b) Ms. Rickett is obviously very _____ as far as marketing is concerned.

6. **SATISFY**

a) The question has not been _____ answered at the press conference.

b) Do you feel a sense of _____ at the end of the working day?

7. **DISTRIBUTE**

a) The increase in petrol prices will push up our _____ costs.

b) We are forced to but from "The Franks & Co", as they are the sole _____ in this area.

8. **EXTEND**

a) When going abroad for an _____ period of time, you should consider renting your house out.

b) To some _____, I can agree with these conclusions.

9. **OCCUPY**

a) The building was purchased and _____ by its new owners last year.

b) State your name, age, and _____ in the box below.

10. **SUIT**

a) Now we have to find a _____ name for our new herbal shampoo.

b) There's no doubt about Charles's _____ for the job.

Section J. Words Easily Confused

#42. Irregular Verbs Easily Confused

A. Choose the right form of the right verb. Look closely!

1. Our hens have _____ 20 eggs today.
a) laid b) lay c) lain
2. The Oka _____ into the Volga.
a) follows b) floods c) flows
3. The woman injured in the car crash was _____ by air ambulance to the Central City Hospital.
a) flied b) flowed c) flown
4. Look! I've _____ this ear-ring in the street.
a) founded b) found c) fond
5. When mother returned home, Susie was nowhere to be _____.
a) founded b) found c) find
6. Jake hired a private detective to _____ out if his wife was having a love affair.
a) fined b) find c) found
7. _____ in 1935 in Ohio, Alcoholics Anonymous (AA) is now a worldwide organization.
a) found b) fined c) founded
8. My brother is a reckless driver. He's been _____ for speeding again.
a) find b) founded c) fined
9. In spring dad _____ the dead branches off the apple-trees.
a) saw b) sowed c) sawed
10. Mum, can you _____ on my jeans?
a) sow b) sew c) sue
11. Ms Jones decided to _____ her neighbour for libel.
a) sew b) sow c) sue
12. I _____ Meg at the Johnsons' yesterday. She looked upset.
a) sawed b) saw c) sewed
13. The night was frosty. The moon _____ brightly in the clear sky.
a) shone b) shown c) shined
14. Mark's shoes are always _____ to perfection.
a) shone b) shown c) shined
15. How many trees have the woodcutters _____ today?
a) felt b) fell c) felled
16. An old oak-tree _____ with a loud crash.
a) fell b) felt c) felled
17. She didn't say a word in reply but her eyes were _____ with tears.
a) felt b) filled c) failed

18. I _____ dog-tired after a long journey and went to bed.
 a) failed b) felt c) fell
19. Season the salad generously with freshly _____ black pepper.
 a) grind b) ground c) grounded
20. Any theory needs to be _____ in practice.
 a) grind b) ground c) grounded
21. This clock must be _____ every morning.
 a) wound b) wind c) wounded
22. Three people were killed and many others were seriously _____ in the attack.
 a) wound b) wind c) wounded
23. If you know the right answer _____ your hand.
 a) rise b) raise c) arise
24. A crisis in the British-Russian relations has _____ because of the so-called polonium case.
 a) aroused b) arisen c) raised
25. Fred's strange behaviour _____ her suspicion.
 a) arose b) aroused c) raised
26. As usual, Max _____ himself out of trouble.
 a) lied b) lay c) laid
27. Kelly switched off the light and _____ on the sofa staring into the darkness.
 a) lied b) lay c) laid
28. Phil _____ his coat on a hook behind the door.
 a) hanged b) hung c) hang
29. They _____ in silence sipping their tea.
 a) sat b) set c) seat
30. The Olympic Arena _____ only 20 000 people before reconstruction.
 a) sat b) set c) seated

B. Make up sentences of your own with these verbs.

#43. Paronyms

***Paronyms** are the words which have slight differences in spelling, pronunciation and meanings, and very often confused, for instance, affect ≠ effect. Consult the dictionary to study the difference between the words in bold type and circle the correct variant:*

1. He enclosed a **complements/compliments** slip with the catalogue.
2. Do these machines **confirm/conform** to the new safety regulations?

3. Sally took her case to an **industrial/industrious** tribunal.
4. All parties eventually approved the final **draught/draft** of the peace treaty.
5. Please, send us the latest catalogue and **prize/price** list.
6. You have no right to read this letter! It's **confidential/confident!**
7. Ask your travel agent about **check/cheque** in times.
8. Julia hastily wrote a letter on the hotel **stationary/stationery**.
9. The government has **past/passed** new legislation to protect consumers.
10. This company is extremely **sensible/sensitive** to any criticism in the media.
11. A **conscious/conscientious** teacher may feel inclined to take work home.
12. We expect prices to **rise/raise** by at least 20% this autumn.
13. This problem may have escaped your **note/notice** so far.
14. Harvey gets a \$50 commission every time he makes a **sale/sail**.
15. The losses in our overseas division have **concealed/cancelled** out the profits made in the home market.
16. Unfortunately, our secretary has **mised/mislaid** the original invoice.
17. She has **excepted/accepted** your explanation as to why you didn't attend the meeting.
18. Keep your **recipe/receipt** in case you need to exchange the goods.
19. How will the increase in interest rates **effect/affect** the sales?
20. All **personal/personnel** are to receive security badges.

#44.

Choose the correct variant to complete the text:

My boss (1) **said/told** that unless I (2) **rose/raised** the standard of my work, I was likely to (3) **lose/loose** my job. With the (4) **coast/cost** of (5) **living/life** rising all the time, the consequences would be disastrous. As it is, I'm finding it (6) **almost/hardly** impossible to make ends meet on my monthly (7) **wage/salary**.

This morning I (8) **missed/lost** the bus to the office and I turned up late again. My boss (9) **told/said** me that if the same situation (10) **aroused/arose** again, there would be nothing left for him to do but give me the sack. I couldn't (11) **bear/bare** being out of work as I'm used to having a (12) **steady/stable** job. The problem is that I'm not in the (13) **habit/custom** of getting up early as I used to start work (14) **later/latter**. It's not easy to find a (15) **work/job** in the (16) **present/actual** (17) **economical/economic** (18) **condition/climate**. And, of course, things are getting more difficult for me; the (19) **older/elder** you get, the more difficult it is to find any job, never mind one which (20) **pays/gives** a reasonable wage.

#45.

Choose the correct variant to complete the text:

If you have a (1) **flare/flair** for languages, don't (2) **waste/lose** the (3) **possibility/opportunity** of studying in the country where the language is spoken. (4) **As far as/As long** as you're prepared to be patient, you'll find the experience (5) **invulnerable/invaluable**. (6) **However/Moreover**, there's no point in taking such a step unless you are able to manage your time well. You can't expect to learn a language overnight so do not (7) **rise/raise** your hopes too high. As a rule, the more (8) **advanced/promoted** you are, the slower you seem to (9) **do/make** headway. You should also (10) **bear/bare** in mind the fact that what you do outside the classroom is sure to (11) **effect/affect** your progress. As you'll only (12) **waste/spend** a short period of each day in school, it helps you if you can make (13) **friend/friends** with native speakers so that you have a chance to practise. Another useful tip is to (14) **watch/observe** TV and listen to the radio. There are plenty of (15) **opportunities/abilities** and if you're prepared to work hard you will certainly get a lot of experience.

Section K. Set Expressions

#46. Basic Business English

Choose a word from the box to complete the word combinations below:

accounting	financial
advertising	management
business	market
communications	production
computer	quality
customer	research
executive	staff

E. g.: well-trained ~
 recruit more ~
 ~ meeting
 polite and friendly ~ } staff

newspaper ~ ~ campaign ~ agency	_____	~ report ~ assets ~ support	_____
laptop ~ ~ network ~ programmer	_____	external ~ internal ~ ~ network	_____
~ capacity ~ line ~ methods	_____	top ~ junior ~ middle ~	_____
enter a new ~ crowded ~ ~ survey	_____	start a ~ ~ administration ~ opportunities	_____
~ officer account ~ functional ~	_____	bank ~ ~ calculations administrating ~	_____

~ complaint potential ~ regular ~	}	_____	market ~ ~ laboratory ~ project	}	_____
~ standards ~ control ~ newspapers	}	_____			

#47. Money Matters

*Here are Business English idioms. In the sentences below two of the alternatives are correct. Be attentive! Choose the one that **DOES NOT** fit in.*

E.g.: 1. If you buy something very cheaply, you can say you got it ____.

- a) for a song b) to the good c) dirt cheap

Both “for a song” and “dirt cheap” mean “for very little money, inexpensively”. So, the odd one is Variant b): “to the good” which means “with a profit”.

2. Sykes was getting money dishonestly. He was ____.

- a) on the fiddle b) in a flap c) lining his pockets

3. The bill is 65 €. Shall I pay or ____?

- a) shall we go halves b) is it on the house c) should we split the difference

4. Times are getting harder. Even well-to-do families are starting to ____.

- a) tighten their belts b) feel the pinch c) hold the purse strings

5. Jeremy ____ on the stock market.

- a) hit the roof b) made a killing c) struck it rich

6. What do you mean “Can I borrow £1000?” You know, ____!

- a) I need to spend a penny b) Money doesn’t grow on trees c) I wasn’t born with a silver spoon in my mouth

7. Steve doesn’t have any money. He ____.

- a) doesn’t have a penny to his name b) is broke c) is in the black

8. Without warning me, they left the restaurant, leaving me to ____.

- a) pick up the tab b) hit the jackpot c) foot the bill

9. The witness is rumoured to have been given money not to talk to the police.

_____.

- a) She got pin money. b) She took a backhander. c) She was given hush money.
10. The Pattersons have got lots of money. They are _____.
a) on the up and up b) rolling in it c) really well off
11. Kelly's leaving tomorrow. Let's _____.
a) take her to the cleaner's b) all chip in and buy her a present c) have a whip-round for her
12. Could you lend me some money? I'm _____.
a) in the doldrums b) a bit hard up c) a bit short at the moment
13. If a thing is very expensive, they say it _____.
a) costs a bomb b) is cheap at the price c) costs an arm and a leg
14. Since Alex's wife died his luck left him and now he _____.
a) is struggling to make both ends meet b) lives from hand to mouth c) is at sixes and sevens
15. Christine had to pay much more for the goods than they were really worth. _____.
a) It was a rip-off! b) She spent money like water! c) It was daylight robbery!

#48. Phrasal Verbs

Choose the correct variant to complete the sentences:

1. How can she _____ on such a small income?!
- a) get along b) get by c) get away
2. There is a tremendous sale in 'Harrods'! Trendy coats are _____ £20!
- a) going by b) going at c) going for
3. He cheated me! He _____ my share of the money.
- a) did me in b) did me out of c) did me away with
4. If trade is no better this month, we'll _____.
- a) go easy b) go broke c) go round
5. The R & D department _____ some interesting ideas but the Board didn't seem interested.
- a) put at b) put forward c) put out
6. Although they wanted to keep it quiet, news of the job losses _____ very quickly.
- a) got about b) got behind c) got together
7. Old Mrs. Summers has been _____ a cleaner for weeks without success.
- a) advancing for b) adverting to c) advertising for

8. Teaching languages does not _____ forcing students to learn lists of new words.

a) consist in b) consist of c) consist with

9. The director cannot _____ an efficient secretary.

a) mark with b) manage without c) make with

10. A good employee should always _____ doing the job well.

a) aim at b) apply to c) appeal for

11. Our R & D department should work harder to _____ all innovations in the market.

a) keep in touch with b) keep abreast of c) keep aloof

12. Our boss is difficult to deal with. She's in the habit of _____.

a) putting people off b) putting people over c) putting people down

13. Harold plans to save money on a regular basis and _____ £ 50 a month.

a) puts by b) puts back c) puts in

14. Oh, no! I can't afford to go out this month! I _____ with the rent.

a) got by b) got through c) got behind

15. I don't care what my neighbours would say. It has nothing to _____ them.

a) do out of b) do with c) do away with

Section L. Samples of Exam Tests

#49. FROM EXAM TEST 3 SEMESTER PR

I. Antonyms. Choose the words opposite in meaning to the underlined ones:

1. Some landlords have become greedy and are demanding higher rents than people can afford.
a) mean b) charitable c) generous
2. Mickelson won his first golf tournament while still an amateur.
a) professional b) expert c) authority
3. The training is run by experienced practitioners, many of whom have been through the programme.
a) specialists b) academics c) theorists
4. As long as the financial crisis continues, economic reform cannot possibly succeed.
a) fill b) fail c) fall
5. Students can take an optional course, pick up word-processing and other computer skills.
a) compulsory b) voluntary c) controlled
6. At the end of the meeting, we went on to discuss some minor changes to the programme.
a) mayor b) manor c) major
7. Businesses may only hire foreign workers where an American cannot be found.
a) lend b) fire c) rent
8. Employees are expected and required to attend team meetings.
a) stay away from b) be present at c) hang about
9. Never display a feeling of inferiority during the interview with the employer.
a) infirmity b) priority c) superiority
10. I was trying to think of some way to prolong the conversation.
a) fall short b) break in c) cut short

II. Synonyms. Choose the words similar in meaning to the underlined ones:

1. I want a job with good prospects for promotion.
a) innovation b) expansion c) advancement
2. A growing number of people are taking part-time jobs.
a) reducing b) increasing c) progressing
3. Actually, I went to the counselor because I needed an objective opinion about the whole situation.
a) unbiased b) undue c) unfair

4. Mason found it very embarrassing to turn to his senior colleagues for advice during the experimental period.

- a) shadowing b) term of probation c) internship

5. A highly competitive employment situation for these jobs means that prospective students must be high on self-belief and talent!

- a) promising b) possible c) potential

6. Whoever they appoint will assume responsibility for all financial matters.

- a) put on b) carry on c) take on

7. One of her responsibilities is recruiting highly trained personnel.

- a) stuff b) staff c) stiff

8. Environmentalists have begun a vigorous campaign to oppose building a chemical plant in the area.

- a) eager b) exciting c) energetic

9. I was wondering if you had any openings for sales staff?

- a) vocations b) vacancies c) vacations

10. The crowded room was filled with lights, cameras, and curious reporters.

- a) interesting b) inquisitive c) inquiry

III. Definitions. Give words which suit the following definitions:

1. Help or advice given to people about their work, education, personal life	
2. Determined to be successful, rich, powerful	
3. An amount of money given to someone, especially by the government for a particular purpose	
4. Good at doing something, especially something that needs special ability or training	
5. A short written document that lists your education and previous jobs, which you make up when you are looking for a job	
6. Young and lacking experience	
7. Testing the skills or abilities, judging your own work or progress	
8. Very well known	
9. Money added to someone's wages, especially as a reward for good work	
10. A letter containing information about you that is written by someone who knows you well, and is usually intended for a new employer	

#50. FROM EXAM TEST 4 SEMESTER PR

I. Word use. Choose the suitable word to complete sentences:

1. The manager___ the important question of who will be in charge of the conference.
a) rose b) aroused c) raised
2. Martha's career prospects within the company are excellent! She has just been ___ to senior manager.
a) promoted b) endorsed c) advanced
3. Johnson & Johnson has launched an advertising ___ in the hope of attracting new customers.
a) company b) camping c) campaign
4. I hate ___ newspapers! They're just full of gossip, scandals and lies!
a) broadsheet b) quality c) tabloid
5. The job wasn't ___ enough for me - I wanted something more creative and stimulating.
a) challenging b) changing c) charging
6. The debate will ___ place tonight.
a) have b) make c) take
7. They___ him a very good job, but he turned it down.
a) proposed b) suggested c) offered
8. There's no point ___ trying to get an interview with him. He never does interviews!
a) in b) of c) ----
9. Very ___ people came to their presentation.
a) a lot of b) few c) little
10. My brother can spend hours _____ the Internet!
a) serving b) sailing c) surfing

II. Give words which suit the following definitions:

1. Determined to be successful, rich, and powerful	
2. All the people and organizations that provide information and news for the public, including television, radio, and newspapers	
3. To work independently for several different companies or organizations rather than being directly employed by one	
4. A short written description of one's previous jobs and work, which they send when looking for a new job	
5. Someone who is paid to work for someone else	

III. Match the nouns to the adjectives to make set expressions:

- | | |
|----------------|-----------------|
| 1. Period | a) communicable |
| 2. Environment | b) experimental |
| 3. Campaign | c) awkward |
| 4. Trade | d) supportive |
| 5. Question | e) responsible |
| | f) prominent |
| | g) retail |
| | h) advertising |

IV. Word building. Complete each sentence with the correct word related to the word in bold type in the brackets:

1. The campaign aims to raise people's _____ of the dangers of smoking. (AWARE)
2. Ms Thrifty is now one of the most _____ businesswomen in the world. (SUCCESS)
3. The rapid _____ of new computer technology is sure to continue in the next decade. (DEVELOP)
4. Senator McClellan is widely regarded as a very skillful _____. (POLITICS)
5. Please let me apologise for any _____ this delay has caused you. (CONVENIENT)
6. During the last few years, there has been a lot of bad _____ about corruption in the local press. (PUBLIC)
7. There is stiff _____ between the three leading soap manufacturers. (COMPETE)
8. We receive hundreds of job _____ each year. (APPLY)
9. You must wear something more _____ for an interview. (SUIT)
10. Time _____ is a set of principles, practices and skills working together to help you get more value out of your time. (MANAGE)

Answer Keys

#21. Problem Solving

1	2	3	4	5	6	7	8	9	10
H	A	F	B	E	G	I	D	J	C

#25. Modern Communications

1. mobile phone; 2. pager; 3. dotcom; 4. palmtop; 5. ecommerce;
6. email; 7. Internet; 8. website; 9. laptop.

#29. Sports Section.

Let's play hockey!

1st period. Tabloid-designer-resume-editor-readership-propaganda-agent-tip-
GOAL!

2nd period. Article-eloquent-tutor-risk-keen-news source-email-law

3rd period. Patient-talent-truant-**GOAL!**-master-rush-head-diary-yes!

Final score: 2:0.

#50. FROM EXAM TEST 4 SEMESTER PR

I. Word use

1	2	3	4	5	6	7	8	9	10
c	a	c	c	a	c	c	a	b	c

II. Definitions

1. ambitious
2. media
3. freelance
4. CV
5. employee

III. Matching

1b, 2d, 3h, 4g, 5c.

IV. Word building

- | | |
|------------------|---------------------------|
| 1. awareness | 6. publications/publicity |
| 2. successful | 7. competition |
| 3. development | 8. applications |
| 4. politician | 9. suitable |
| 5. inconvenience | 10. management |

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Анна Александровна Савина

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